

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with **Mr. Thomas E. Brown** on 06/22/2011.

The application has been amended as follows:

Claim 1: An information distribution system comprising: an information distribution server and a mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, where the information distribution server is equipped with a content database that associates and memorizes content downloadable to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be downloaded by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; and where the information distribution server is equipped with:

a content guide information distribution means that transmits a content guide information associating the content downloadable to the mobile telephones, Personal

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Handyphone System ("PHS") devices and other mobile communication terminal equipment with the geographical area to which such content may be downloaded to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment;

a distribution request reception means that receives content distribution requests from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment;

a position judgment means that determines the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; and

a distribution enabled/disabled decision means that checks the position of the mobile + telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment determined by the position judgment means against the area information associated with the content whose distribution is requested, and decides whether to distribute the content in question;

and where the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is equipped with:

a display unit that displays a menu list for selecting a desirable item from within plural items;

a position information transmission means that sends information on the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and

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other mobile communication terminal equipment to the information distribution server;
and

a distribution request means that makes distribution requests to the information distribution server and selects content to be downloaded according to the content guide information distributed by the information distribution server;

and the system is configured in such manner that the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment acquires the content guide information associating the content corresponding to the selected item in the menu list with the geographical area to which such content may be downloaded, from the information distribution server and, in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a geographical area including the current position, the distribution request means transmits the distribution request of the specific content along with the information on the current position to the information distribution server when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is distributed, and that when the information distribution server receives the distribution request of the content being selected based on the content guide information from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, if the area information associated with the content whose distribution is requested matches the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile

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communication terminal equipment, the information distribution server distributes the content in question to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment,

wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment,

wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment,

wherein the position information transmission means comprises a current position detection means and a current position information transmission means that transmits current position information generated by the current position detection means, and wherein the position judgment means determines the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment according to current position information received from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in question.

Claims 2 – 3 (Cancelled).

Claim 4: An information distribution server comprising:

a content database that associates and memorizes content downloadable to a mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be downloaded by the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment, and distributes the content requested by the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment;

a content guide information distribution means that distributes guidance information to the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment on the content downloadable by the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment;

a distribution request reception means that receives content distribution requests from the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment;

a position judgment means that determines the position of the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment; and

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a distribution enabled/disabled decision means that checks the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment as determined by the position judgment means against the area information associated with the content whose distribution is requested and decides whether to distribute the content data in question;

and where the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is equipped with:

a display unit that displays a menu list for selecting a desirable item from within plural items;

a position information transmission means that transmits information on the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment to the information distribution server; and

a distribution request means that makes distribution requests to the information distribution server and selects content to be downloaded according to the content guide information distributed by the information distribution server;

and where the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment acquires the content guide information associating the content corresponding to the selected item in the menu list with the geographical area to which such content may be downloaded, from the information distribution server and, in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a

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geographical area including the current position, the distribution request means transmits the distribution request of the specific content along with the information on the current position to the information distribution server when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is distributed,

and the information distribution server is configured in such manner that when the information distribution server receives the distribution request of the content being selected based on the content guide information from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, if the area information associated with the content whose distribution is requested matches the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, the information distribution server transmits the content in question to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment,

wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment.

wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, and wherein the information distribution server is equipped with a current position information reception means that receives current position information generated by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment according to the output of the current position detection means, and the position judgment means determines the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment according to current position information received from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in question.

Claims 5 – 6 (Cancelled).

Claim 7: A mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment that receives any desired content from an information distribution server equipped with a content database that associates and memorizes content downloadable to a mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be

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downloaded by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, comprising:

a display unit that displays a menu list for selecting a desired item from within plural items;

a position information transmission means that sends information on the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment to the information distribution server;

a distribution request means that makes distribution requests to the information distribution server and selects content to be downloaded according to the content guide information distributed by the information distribution server; and

a receiving means that receives content that is distributed to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment when the information distribution server receives the distribution request of the content being selected based on the content guide information from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, checks the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment against the area information associated with the content whose distribution is requested and determines that the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is situated in a geographical area that matches the area information;

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where the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment acquires the content guide information associating the content corresponding to the selected item in the menu list with the geographical area to which such content may be downloaded, from the information distribution server and, in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a geographical area including the current position, the distribution request means transmits the distribution request of the specific content along with the information on the current position to the information distribution server when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is distributed,

wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment,

wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, and

wherein the position information transmission means comprises a current position detection means and a current position information transmission means that transmits current position information generated by the output of the current position detection means.

Claims 8 – 9 (Cancelled).

Claim 10: An information distribution method for distributing information between a mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment and an information distribution server equipped with a content database that associates and memorizes content downloadable to the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be downloaded by the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment, comprising the following steps executed by the information distribution server:

a step in which a content guide information associating the content downloadable to a mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment with the geographical area to which such content may be downloaded is distributed to the mobile telephones, Personal

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Handyphone System ("PHS") devices and other mobile communication terminal equipment;

a step in which a content distribution request is received from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment;

a step in which the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is determined;

a step in which the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment as determined by the position judgment means is checked against the area information associated with the content whose distribution is requested and decision is made whether to distribute the content in question; and

a step in which the content is distributed to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in accordance with the judgment result;

as well as the following steps executed by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment equipped with a display unit that displays a menu list for selecting a desirable item from within plural items, a position information transmission means that transmits information on the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal

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equipment to the information distribution server and a distribution request means that makes distribution requests to the information distribution server and selects content to be downloaded according to the content guide information distributed by the information distribution server:

a step in which the content guide information associating the content corresponding to the selected item in the menu list with the geographical area to which such content may be downloaded is acquired from the information distribution server; and

a step in which in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a geographical area including the current position, the distribution request of the specific content along with the information on the current position is transmitted to the information distribution server when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is distributed;

wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment.

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wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, and wherein the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment further executes:

a step in which the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is determined; and

a step in which the current position information generated by the current position detection means is transmitted to the information distribution server; and

the information distribution server further executes:

a step in which the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is determined according to the current position information received from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in question.

Claims 11 - 12 (Cancelled).

Claim 13: An information distribution method employing an information distribution server equipped with a content database that associates and memorizes content downloadable to a mobile telephones, Personal Handyphone System ("PHS")

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devices and other mobile communication terminal equipment which displays a menu list for selecting a desired item from within plural items, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be downloaded by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, and distributes the content requested by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, comprising the following steps executed by the information distribution server:

step in which a content guide information associating the content downloadable to a mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment with the geographical area to which such content may be downloaded is distributed to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment according to the selected item in the menu list of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment;

a step in which the content guide information corresponding to the selected item in the menu list is acquired from the information distribution server and in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a geographical area including the current position, a content distribution request transmitted from the mobile telephones,

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Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is received along with the information on the current position when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is distributed;

a step in which the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is determined;

a step in which the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment as determined by the position judgment means is checked against the area information associated with the content whose distribution is requested and a decision is made whether to distribute the content in question; and

a step in which the content is distributed to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in accordance with the judgment result,

wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment.

wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, wherein the information distribution server executes a further step whereby current position information generated by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment according to the output of the current position detection means is received, and the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in question is determined according to the current position information received.

Claims 14 -15 (Cancelled).

Reasons for Allowance

Applicant's arguments/amendments filed 06/13/2011, overcomes the Examiner's prior art rejection. Hence claims 1, 4, 7, 10, and 13, are allowed.

The following is a statement of reasons for the indication of allowable subject matter:

According to the Applicant's amendments in regards to the independent **claim 1**, the prior art references (Takayama et al. and Chinomi et al) do not disclose or suggest "An information distribution system comprising: an information distribution server and a

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mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, where the information distribution server is equipped with a content database that associates and memorizes content downloadable to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, or content data indicating the registration location of such content, and area information indicating the specific geographical area to which such content may be downloaded by the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; and where the information distribution server is equipped with: a content guide information distribution means that transmits a content guide information associating the content downloadable to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment with the geographical area to which such content may be downloaded to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; a distribution request reception means that receives content distribution requests from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; a position judgment means that determines the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment; and a distribution enabled/disabled decision means that checks the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment determined by the position judgment means

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against the area information associated with the content whose distribution is requested, and decides whether to distribute the content in question; and where the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment is equipped with: a display unit that displays a menu list for selecting a desirable item from within plural items; a position information transmission means that sends information on the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment to the information distribution server; and a distribution request means that makes distribution requests to the information distribution server and selects content to be downloaded according to the content guide information distributed by the information distribution server; and the system is configured in such manner that the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment acquires the content guide information associating the content corresponding to the selected item in the menu list with the geographical area to which such content may be downloaded, from the information distribution server and, in case of acquiring a specific content on the content guide information, unless the specific content is a content that is distributed in a geographical area including the current position, the distribution request means transmits the distribution request of the specific content along with the information on the current position to the information distribution server when the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment moves to a geographical area where the specific content is

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distributed, and that when the information distribution server receives the distribution request of the content being selected based on the content guide information from the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, if the area information associated with the content whose distribution is requested matches the position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, the information distribution server distributes the content in question to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment, wherein the content guide information is transmitted from the information distribution server to the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment in advance of the information distribution server distributing the content in question to the mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, wherein a distribution request for said content in question is made based on and after the content guide information is received by mobile telephones, Personal Handyphone System ("PHS") and other mobile communication terminal equipment, **wherein the position information transmission means comprises a current position detection means and a current position information transmission means that transmits current position information generated by the current position detection means, and wherein the position judgment means determines the current position of the mobile telephones, Personal Handyphone System ("PHS") devices and other mobile communication terminal equipment**

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according to current position information received from the mobile telephones, Personal Handyphone System (“PHS”) devices and other mobile communication terminal equipment in question.”

Based on the Applicant's arguments and/or amendments submitted, the Examiner believes the claims contain novel material over the prior art references of record.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Chinomi et al (US Publication No. 20040077362) teaches mobile body information system.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to OMONIYI OBAYANJU whose telephone number is (571)270-5885. The examiner can normally be reached on Mon - Fri, 7:30 - 5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAMRAN AFSHAR can be reached on 571-272-7796. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/O. O./

Examiner, Art Unit 2617

/KAMRAN AFSHAR/

Supervisory Patent Examiner, Art Unit 2617